



DEPARTMENT OF THE NAVY  
OFFICE OF THE SECRETARY  
WASHINGTON, D C 20350

SECNAVINST 12330.2D  
Op-141F

29 June 1981

SECNAV INSTRUCTION 12330.2D

From: Secretary of the Navy

Subj: Delegation of authority to place paid advertising for  
civilian personnel purposes

Ref: (a) Federal Personnel Manual, Chap. 332.1  
(b) 44 U.S.C. 3702  
(c) NAVCOMPT Manual, Para. 046275  
(d) NAVCOMPT Manual, Para. 046071

Encl: (1) Officials Authorized to Place Paid Advertising

(R)

1. Purpose. To authorize the utilization and placement of paid advertising by individuals in the positions listed in enclosure (1), in accordance with reference (a).

2. Cancellation. SECNAVINST 12330.2C.

3. Delegation of Authority. In accordance with the authority vested in the Secretary of the Navy by reference (b), authority is hereby delegated to the officials listed in enclosure (1) to authorize, order, and certify for payment, advertising through various media or through designated advertising agencies holding agreements or contracts with the Department of the Navy (DON). These orders may include all services incidental to such advertising. However, placement of contracts or purchase orders for paid advertising will be made within the contract dollar limit authorization of the awarding activity. Assignment of the administrative duties involved in accomplishing the advertising (including execution of the advertising order) may be made to personnel subordinate to the officials listed in enclosure (1). Any such assignment must be made by name or position, may not be redelegated, and must set forth the extent of the administrative duties involved and authorized to be performed. See reference (c) for detailed instructions.

(R)

4. Action. The authority delegated by this instruction shall be subject to the following conditions and procedures:

a. Scope. Paid advertising may be used as considered essential to support important civilian personnel programs; for example,

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recruiting for shortage occupations, ensuring that all recruitment sources are explored and in keeping with the Department of the Navy Equal Employment Opportunity Affirmative Action Program, or for out placement purposes. The officials listed in enclosure (1), or their designees will determine the necessity for advertising, subject to any procedural instructions issued by the Director, Naval Civilian Personnel Command (NCPC) in coordination with the Commandant of the Marine Corps (CMC). A shortage is considered to exist in an occupation if any activity, over a period of time, has attempted without success to recruit enough qualified persons to meet its needs. A shortage may also exist when an activity finds that the number of well-qualified individuals is considerably below normal expectations, even though there may be no scarcity of persons marginally qualified. All positions for which higher minimum rates of pay are authorized, and all positions for which payment for travel and transportation expenses to first duty stations are authorized, are considered to be shortage category.

b. Media. Activities may advertise in any publication (including but not limited to: professional and trade journals, college newspapers, and general circulation newspapers), and on radio and television stations.

c. Ad Placements. The Office of Personnel Management regulations require that, for recruitment purposes, the DON avoid placing more than two or three advertisements in any one edition of a publication. Accordingly, advertisements in nationally circulated publications may be placed only pursuant to instructions issued by NCPC. In lieu of such instructions, telephone approval may be obtained by calling NCPC, Code 21, autovon 226-4921. Marine Corps Commands will contact the Commandant of the Marine Corps (Code MPC-30 at autovon 224-5624) when advertisements for Marine Corps positions are intended. Orders shall be placed with media or with designated advertising agencies, according to reference (c) and under the provisions of any agreements which may exist with advertising agencies and other such procedures as may be prescribed by the Assistant Deputy Chief of Naval Operations (Civilian Personnel/Equal Employment Opportunity) (ADCNO (CP/EEO)) for the Assistant Secretary of the Navy (Manpower and Reserve Affairs) (ASN(M&RA)).

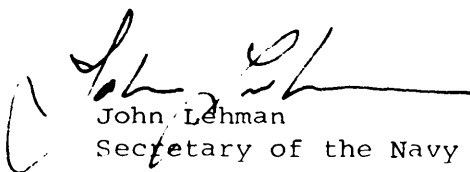
d. Payments. Upon the receipt of properly documented invoices from media or advertising agencies for advertising

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ordered by the officials listed in enclosre (1), or their designees, the invoices will be forwarded promptly to the payment office to enable payment within the time frames specified in reference (d).

e. Ad Content. Each advertisement must identify the ordering activity, and all recruitment advertising must comply with the content requirements of reference (a). Advertisements will also conform to any criteria which may be developed to achieve a more cohesive DON identification or style and, whenever possible, reaffirm the Department as an Equal Opportunity Employer.

f. Responsibility. The ASN(M&RA) shall be responsible for: exercising direction to insure compliance with established regulations and policies; the formulation and/or promulgation methods and procedures governing the utilization and placement of paid advertising for civilian personnel purposes; and the criteria for selection of professional advertising agencies to facilitate civilian personnel advertising. The ASN(M&RA) has designated the Special Assistant for Civilian Personnel/EEO to assist him in discharging these responsibilities. The Director, Naval Civilian Personnel Command (R) in coordination with the Commandant of the Marine Corps will assume (A) operational responsibility with regard to paid advertising issues and procedural instructions, and will act as the Office of Federal Procurement Policy agency contact point in this regard.



John Lehman

Secretary of the Navy

Distribution: (3 copies each unless otherwise indicated)

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D)

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 FP1 (Naval Civilian Personnel Command) (100)  
 FT31 (Naval Training Center) (7)

MARCORPS L27 (250)

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Copy to:

SN DL B1 (Secretary of Defense) (SECDEF M, RA&L, only)  
B5 (U.S. Coast Guard) (COMDT COGARD, only)  
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Op-14D2 (6), S/HCPO (2)

Stocked:

CO, NAVPUBFORMCEN  
5801 Tabor Avenue  
Philadelphia, PA 19120(100)

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OFFICIALS WITHIN THE DEPARTMENT OF THE NAVY  
DELEGATED AUTHORITY TO PLACE PAID ADVERTISING

Assistant Secretary of the Navy (Shipbuilding and Logistics)  
Assistant Secretary of the Navy (Manpower and Reserve Affairs)  
Assistant Secretary of the Navy (Research, Engineering and  
Systems)

Deputy Under Secretary of the Navy (Financial Management)  
General Counsel

Chief of Naval Operations - Assistant Vice Chief of Naval  
Operations/Director of Naval  
Administration

Commandant of the Marine Corps - Deputy Chief of Staff for  
Manpower

Chief of Naval Material

Commander, Naval Air Systems Command

Commander, Naval Electronics Systems Command

Commander, Naval Facilities Engineering Command

Commander, Naval Sea Systems Command

Commander, Naval Supply Systems Command

Commander-in-Chief U.S. Atlantic Fleet

Commander-in-Chief U.S. Naval Forces Europe

Commander-in-Chief U.S. Pacific Fleet

Chief of Naval Education and Training

Commander, Naval Military Personnel Command

Chief, Bureau of Medicine and Surgery

Commander, Naval Security Group Command

Commander, Naval Telecommunications Command

Commander, Naval Intelligence Command

Commander, Naval Oceanography Command

Director, Naval Civilian Personnel Command

Chief of Naval Research

Commander, Military Sealift Command

Auditor General of the Navy

Director of Navy Laboratories

Director, Strategic Systems Projects Office

Director, Office of Naval Petroleum and Oil Shale Reserves

Officers in Command or in Charge of all Navy and Marine Corps  
Field Activities

Enclosure (1)